

AD HOC MEETING OF MARCH 10, 2010  
PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE

The Committee met by telephone to discuss the complaint by Allan Falk concerning an ad for a research service describing itself as “the best attorney staff you will never hire.” In attendance at this ad hoc meeting by telephone were:

Fred Baker, Pat Crowley, Linda Novak, Dawn Evans, Steve Conley, Rick Kraus Beth Baergen, and Sarah Cahill.

After discussion, we decided the following:

1. Janet Welch and Cliff Flood should be made aware of the complaint and of Dawn Evans’ response to it.
2. Any future communications with Mr. Falk should come from Dawn Evans, not from Nancy Brown and not from this committee.
3. There will be no further response to Mr. Falk’s letters, at least at this time. Dawn has replied; Mr. Falk may pursue this matter further if he wishes.
4. We will add no box or additional disclaimer to the classifieds, but we will modify our disclaimer concerning advertisers and advertisements, which appears at the bottom of our masthead page, (as now appears in the Journal, beginning with April) “nor does it indicate approval by the State Bar Committee on Professional Ethics or the Michigan Attorney Grievance Commission. Advertisers are solely responsible for compliance with any applicable Michigan Rule of professional Conduct.”
5. We decided not to notify the advertiser of the complaint. **Note: I (FB) dissented from this, and thought the advertiser should be made aware of the claim that its ad violated an ethical rule. Later, after discussion with Janet Welch and staff, this decision was reversed and the advertiser was notified, for which the advertiser expressed thanks.**

Your obedient servant, etc

Fred